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**Mobile reading habit in the digital era: a case study of Under Graduate
Students, Tripura, India**

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Abstract

Purpose: The study was carried out with an aim to understand the mobile reading behaviour among the millennials of the state of Tripura.

Methodology: The questionnaire having 35 questions was administered to 120 under graduate students of different departments from Govt. Degree College, Khumulwng and Ramakrishna Mahavidyalay. Out of 120 students, 82 have responded from Govt. Degree College, Khumulwng and the response rate is 68%. Out of 120 students, 80 have responded from Ramakrishna Mahavidyalay and the response rate is 66.66%.

Results: The study revealed that highest number of respondents from Govt. Degree College, Khumulwng belongs to Female 53 (64.63%) and from Ramkrishna Mahavidyalaya belongs to male category 64 (80.00%). maximum respondents from both the colleges belong to rural area. Maximum respondents from both the colleges use phone for 1-3 and 3 -5 hours in a day. From Govt. Degree College, Khumulwng maximum respondents 67 (81.71%) use of phone for reading and Ramakrishna Mahavidyalaya maximu

respondents (68.75%) use of phone for reading. From Govt. Degree College, Khumulwng maximum respondents 45 (54.88%) read daily 30-60 minutes in their phone and Ramkrishna Mahavidyalaya maximum respondents 35 (43.75%) are daily 30-60 minutes reading in their phone. Maximum respondents from both the colleges read news in their phones. Maximum respondents accepted the fact that they read more after they have become mobile readers. Maximum respondents look for word meanings in their phones, uses dictionary app and prefer English language for mobile reading. From Govt Degree College, Khumulwng 43.9% respondents are aware of E-book and from Ramakrishna Mahavidyalaya respondents 76.25% are aware of E-book. From Govt. Degree College, Khumulwng 58.54% respondents have never used any E-book and from Ramkrishna Mahavidyalaya 65% respondents have never used any E-book followed by 35% used E-book. Maximum respondents from both the colleges want E- book services from their respected libraries.

Implications: The knowledge acquired through this study should contribute to better understanding of the phenomena of reading habits, mobile reading habits and attitude towards it in Tripura.

Keywords: Reading Habit, Mobile Reading Habit, E- learning, Govt. Degree College, Khumulung, Ramakrishna Mahavidyalaya, Kailashahar, Tripura.

1. Introduction

The development of technologies has changed the lives many of us in numerous different ways. As today's generation is principally influenced by technological innovations in almost all walks of life, how they approach information has also been changed. Information and communication technology (ICT) have also changed academic activities especially among the youth. In a more recent trend, mobile technologies including tablet devices, have proliferated and provide alternative means of access and engagement with digital information (Sally Burford, Sora Park, 2014). Emergence of ICT has compelled the libraries to revise and rework its services. To provide the best service, to compete with the search engine, to satisfy the user needs and to

change the passive library user into active library user, libraries must adopt all available and advance technologies such as Wi-Fi, mobile communication etc.

The world faces a fundamental challenge: how to bring text to the millions of people who do not have enough. Fortunately, the internet is helping to level the playing field. It has accelerated the spread of information and, in many instances, democratized access to it. Data from the United Nations indicate that of the estimated 7 billion people on Earth, over 6 billion now have access to a working mobile phone. To put this number in perspective, only 4.5 billion people have access to a toilet (Mark West & Han Ei Chew, 2014) collectively, mobile devices are the most ever-present information and communication technology (ICT) in history. More to the point, they are plentiful in places where books are scarce.

Nowadays, smart phones are being used by different age groups and more particularly by the younger generation. So, the study is intended to determine the perception, attitude, and awareness of mobile reading habits among the undergraduate students of Government Degree College, Khumulwng and Ramkrishna Mahavidyalaya, Tripura.

1.1 Objectives

The chief objectives of the study are

1. To study the mobile reading habit among the Under Graduate students of Government degree college, Khumulwng and Ramkrishna Mahavidyalaya.
2. To find out the time spent on mobile reading by Under Graduate students of Government degree college, Khumulwng and Ramkrishna Mahavidyalaya.
3. To examine preference of form of reading among the sample population.
4. To identify impact of mobile devices on reading habit among the Under Graduate students of Government Degree College, Khumulwng and Ramkrishna Mahavidyalaya.
5. To understand the mobile reading behaviour of the sample population.

2. Review of Literature

Aubrey Harvey Chaputula, Stephen Mutula, (2018) carried out a study to detect eReadiness position of public university libraries in Malawi to use mobile phones in the provision of library and information services. The findings of the study disclosed that students had mobile phones which were connected to internet to facilitate their access to services offered. However, the institutions covered by this study did not have operational ICT policies to govern the operations of library and information services offered through mobile phones although draft ICT policies were available. It also revealed that though the human resources required managing the provision of library and information services through mobile phones in the institutions studied were available, they did not have the necessary skills and numbers to provide quality services..

Gulcin Kubat, (2017) searched for any evidence for university libraries that are accessible by mobile technology in Turkey as relevant models of the future; having regard to the fact that smartphones will very soon become the standard means by which the internet is accessed, and the rates of connection from mobile devices will supersede those which are computer-based. It was found that Turkish university libraries utilise a comparable level of mobile technology and demonstrate a similar level of care with regard to the services they offer. There are mobile sites (separate sites or mobile sites as applications), mobile library catalogues, short messaging services, chat rooms, consultations via instant messaging tools, mobile device-lending services, and augmented reality and QR code applications. Information literacy for mobile users is becoming more important. Information literacy studies (teaching-learning methods and materials) aimed at mobile users are another subject that needs to be investigated first.

(Christopher G. Reddick, Yueping Zheng, 2017)⁶ tried o investigate the determinants of citizens' future use of mobile applications provided by government. Research on citizen initiated contacts with government has focused on both nontechnology and technology related contacts. Existing research, however, has not examined the impact of mobile applications or

“apps” on citizen-initiated contacts with government. Furthermore, existing research has not examined satisfaction with mobile government and whether this impacts future use. Using ordered logistic regression analysis, this study found that the strongest predictors of future use were demand and satisfaction with mobile apps. However, there was no wide-scale evidence of socioeconomic status and age impacting mobile apps future use.— The results challenge the citizen-initiated contact theory, as socio economic status was not a major predictor of mobile apps future use in China. The results further indicate that satisfaction was a good predictor of mobile apps future use.

Stephen Carter, Amy Chu-May Yeo, (2016), studied mobile app usage behaviour of business undergraduates (UGs) and postgraduates (PGs) and suggested propositions for consumer behaviour theory and marketing practice for the two groups of students. The study revealed that there are more similarities than differences in terms of perceived attitude (e.g. mood, ethical guilt, familiarity, addiction) and more differences in perceived subjective norms (e.g. family, friends, classmates and teammates) and perceived users’ behavioural control (e.g. promotional inducements, self-confidence) towards the usage of mobile apps exhibited by two different sets of data.

Kimberly Mullins, (2017) described a case study illustrating the systematic approach librarians used to develop of an information literacy mobile application (app) prototype that aids students in performing research tasks “on the go”. The study found out that students were not using mobile apps for library related tasks. Students showed interest in using mobile access to the libraries’ digital collection, mobile reference support and an application that assisted them in effectively using these resources. Usability studies indicated a positive response to the app and its readiness for beta testing among the inclusive student population.

Ivana Pažur, (2014) tried to get an understanding regarding user’s opinion on library resources/services on small screen mobile devices. From the study, it is revealed that largest number of respondents own smartphone/tablet/phablet. that small screen devices are, to some extent, used for educational, academic and informational purposes (reading of e-books and e-journals, education, data

checking, internet searching and searching of handy information), but non-academic purposes still predominate (texting, reading e-mails, phone calls, taking pictures). Overall 64 percent of the respondents has expressed need for small screen mobile devices customized library resources/services, but there are 30 percent of undecided respondents. Croatian Scientific Bibliography, e-journals database (EZB), online databases, contact information and lecture halls reservations, has been resources/services requested by respondents to be available in a mobile friendly mode.

3. Research Methodology

The literature on different topics associated with the study such as Reading Habit, Mobile Reading Habit and Mobile usage in academic environment, E learning are reviewed as the first stepping stone of the research design.

Based on the review of literature a structured questionnaire has been designed to collect data from the under graduate students from Govt. Degree College, Khumulwng, and Ramakrishna Mahavidyalay both affiliated colleges of Tripura University. The Questionnaire covers the Information such as General Information about Respondents, Mobile Phone usage, Reason behind reading in mobile, what is being read in mobile and preferred format of reading. The questionnaire having 35 questions was administered to 120 under graduate students of different departments from Govt. Degree College, Khumulwng and Ramakrishna Mahavidyalay. Out of 120 students, 82 have responded from Govt. Degree College, Khumulwng and the response rate is 68%. Out of 120 students, 80 have responded from Ramakrishna Mahavidyalay and the response rate is 66.66%

From December 2018 to Feb 2019, students were contacted individually and given a questionnaire, together with a rationale for the study and a request for cooperation was made.

4. Analysis and Interpretation

The data collected for the study were analysed and interpreted and it is described in both tabular graphical form.

Table 1: Gender wise distribution

Sl. No.	College	Gender	Number	Percentage
1	Govt. Degree College Khumulwng	Male	29	35.37
		Female	53	64.63
		Total	82	100.00
2	Ramkrishna Mahavidyalaya	Male	64	80.00
		Female	16	20.00
		Total	80	100.00

Gender wise representation of the sample population is represented in table 1. It is found that out of the total population, highest number of respondents from Govt. Degree College, Khumulwng belongs to Female 53 (64.63%) followed by male category 29 (35.37%). Maximum respondents from Ramkrishna Mahavidyalaya belongs to male category 64 (80.00%) followed by female category 16(20.00%).

Table 2: Area wise Distribution

Sl. No	Govt. Degree College Khumulwng			Ramkrishna Mahavidyalaya		
	Area	Number	Percentage	Area	Number	Percentage
1	Urban area	19	23.17	Urban	23	28.75
2	Rural area	49	59.76	Rural	57	71.25
3	Blank	14	17.07			
Total		82	100.00	Total	80	100

Table 2 represents area wise distribution of the total sample. Out of total population from Govt. Degree College Khumulwng maximum respondents 49 (59.76%) belong to rural area followed by 19 (23.17%) belong to urban area and out of total population from Ramkrishna Mahavidyalaya highest respondents 57 (71.25%) belong to rural area followed by belong to urban area 23(28.75%). This shows that maximum sample for the studies belong to rural area.

Table 3: Use of phone in hour's wise distribution

Sl. No	Govt. Degree College Khumulwng			Ramkrishna Mahavidyalaya		
	Use of phone	Number	Percentage	Use of phone	Number	Percentage
1	0-1 hours	6	7.31	0-1 hours	12	15
2	1-3 hours	40	48.78	1-3 hours	24	30
3	3-5 hours	19	23.17	3-5 hours	38	47.5
4	5-10 hours	7	8.53	5-10 hours	5	6.25
5	More than 10 hours	4	4.87	More than 10 hours	1	1.25
6	Blank	6	7.31			
	Total	82	100.00	Total	80	100

Usage of phone in hours is demonstrated in table 3. It is found that out of total population Govt. Degree College, Khumulwng maximum respondents 40 (48.78%) used phone in 1-3 hours in a day followed by 19 (23.17%) used 3-5 hours in a day and Ramakrishna Mahavidyalaya respondents 38 (47.5%) used in phone 3-5 hours in a day followed by 24 (30%) used phone in 1-3 hours in a day.

Table 4: Usage of phone for reading wise distribution

Sl. No	Govt. Degree College Khumulwng			Ramkrishna Mahavidyalaya		
	Response	Number	Percentage	Response	Number	Percentage
1	Yes	67	81.71	Yes	55	68.75
2	No	15	18.29	No	25	31.25
	Total	82	100.00	Total	80	100

Table 4 stands for usage of phone for reading wise distribution. Out of total population from Govt. Degree College, Khumulwng maximum respondents 67 (81.71%) use phone for reading followed by 15 (18.29%) do not use their phone for reading purpose and Ramakrishna Mahavidyalaya respondents 55 (68.75%) use phone for reading followed by 25 (31.25%) do not use their phone for reading purpose.

Table 5: Daily Mobile Reading time wise distribution

Sl. No	Govt. Degree College Khumulwng			Ramkrishna Mahavidyalaya		
	Daily time spent	Number	Percentage	Daily time spent	Number	Percentage
1	0- 30 minutes	12	14.63	0-30 minutes	31	38.75
2	30 – 60 minutes	45	54.88	30-60 minutes	35	43.75
3	1 – 3 hours	18	21.95	1-3 hours	10	12.5
4	3- 5 hours	4	4.88	3-5 hours	4	5
5	more than 5 hours	3	3.66	more than 5 hours	0	0
Total		82	100	Total	80	100

Table 5 Daily Mobile Reading time by the respondents wise distribution. Out of total population from Govt. Degree College, Khumulwng maximum respondents 45 (54.88%) are daily 30-60 minutes reading in their phone followed by 18 (21.95%) are daily 1-3 hours reading in their phone and Ramkrishna Mahavidyalaya maximum respondents 35 (43.75%) are daily 30-60 minutes reading in their phone followed by 31 (38.75%) are daily 0-30 minutes reading in their phone.

Table 6: Preference of type of reading material in mobile phone

Sl. No	Govt. Degree College Khumulwng			Ramkrishna Mahavidyalaya		
	Type of material	Number	Percentage	Type of material	Number	Percentage
1	Read news	30	36.59	Read News	48	60
2	Read blogs	2	2.44	Read Blogs	20	25
3	Short stories	11	13.41	Stories	1	1.25
4	Study related topics	24	29.27	Study related	7	8.75
5	Current affairs	11	13.41	Current Affairs	4	5
6	Others	1	1.22	Other	0	0
7	Blank	3	3.66			
Total		82	100.00	Total	80	100.00

Table 6 represents preference of type of reading material in mobile phone wise data. Out of total population from Govt. Degree College, Khumulwng maximum respondents 30 (36.59%) read news followed by 24 (29.27%) read study related topic read in their phone and Ramkrishna Mahavidyalaya maximum respondents 48 (60%) read news followed by 20 (25%) read blogs in their mobile phone.

Table 7: Preference of length of article for mobile reading

Sl. No	Govt. Degree College Khumulwng			Ramkrishna Mahavidyalaya		
	Length	Number	Percentage	Length	Number	Percentage
1	Short article which I can finish reading within 10 minutes.	40	48.78	Short article which I can finish reading within 10 minutes	12	15.00
2	Medium length article which takes me more than an hour.	13	15.85	Medium length article which takes me more than an hour.	55	68.75
3	Long articles/ stories which may take a day.	11	13.41	Long articles/ stories which may take a day.	7	8.75
4	I have no problem with the length of the article.	13	15.85	I have no problem with the length of the article.	6	7.5
5	Blank	5	6.10			
	Total	82	100.00	Total	80	100.00

Preference of length of article for mobile reading is explained in table 7. Out of total population from Govt. Degree College, Khumulwng maximum respondents 40 (48.78%) are read Short article followed by 13 (15.85%) read Medium length article while 13 (15.85%) have no problem with the length of the article and Ramkrishna Mahavidyalaya maximum respondents 55 (68.75%) read Medium length article followed by 12 (15%) have read short article in their phone.

Table 8: Most liked form of reading wise distribution

Sl. No	Govt. Degree College Khumulwng			Ramkrishna Mahavidyalaya		
	Form	Number	Percentage	Form	Number	Percentage
1	Reading from a book	50	60.98	Reading from a book	55	68.75
2	Reading from computer/laptop	3	3.66	Reading from computer/laptop	14	17.5
3	Reading from your mobile phone	29	35.37	Reading from your mobile phone	11	13.75
	Total	82	100.00	Total	80	100.00

Table 8 represents most liked form of reading wise distribution. Out of total population from Govt. Degree College, Khumulwng maximum respondents 50 (60.98%) reading form a book followed by 29 (35.37%) reading from their mobile phone and Ramkrishna Mahavidyalaya maximum respondents 55 (68.75%) reading form a book followed by 14 (17.5%) reading from their laptop/ computer.

Table 9: After I have become a mobile reader I read more

Sl. No	Govt. Degree College Khumulwng			Ramkrishna Mahavidyalaya		
	Type of material	Number	Percentage	Type of material	Number	Percentage
1	Strongly agree	35	42.68	Strongly Agree	27	33.75
2	Agree	30	36.59	Agree	44	55
3	Moderate	9	10.98	Moderate	6	7.5
4	Disagree	0	0.00	Disagree	3	3.75
5	Strongly disagree	0	0.00	Strongly disagree	0	0
6	Blank	8	9.76			
	Total	82	100.00	Total	80	100.00

Table 9 corresponds to the opinions received for the statement “After I have become a mobile reader I read more”. Out of total population from Govt. Degree College, Khumulwng maximum respondents 35 (42.68%) strongly agree followed by 30 (36.59%) agree after I have become a mobile reader I read more and Ramkrishna Mahavidyalaya maximum respondents 44 (55%) agree followed by 27 (33.75%) Strongly Agree after I have become a mobile reader I read more.

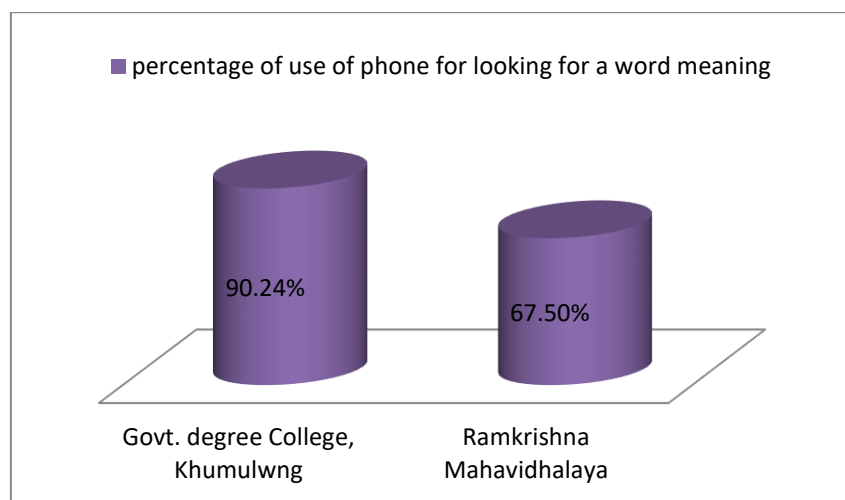


Figure 1: Use of phone for looking for a word meaning

Figure 1 signifies use of phone for looking for a word meaning wise data. Out of total population of Govt. Degree College, Khumulwng maximum respondents 90.24% are use of phone for looking a word meaning followed by Ramkrishna Mahavidyalaya maximum respondents 67.50% are use of phone for looking a word meaning.

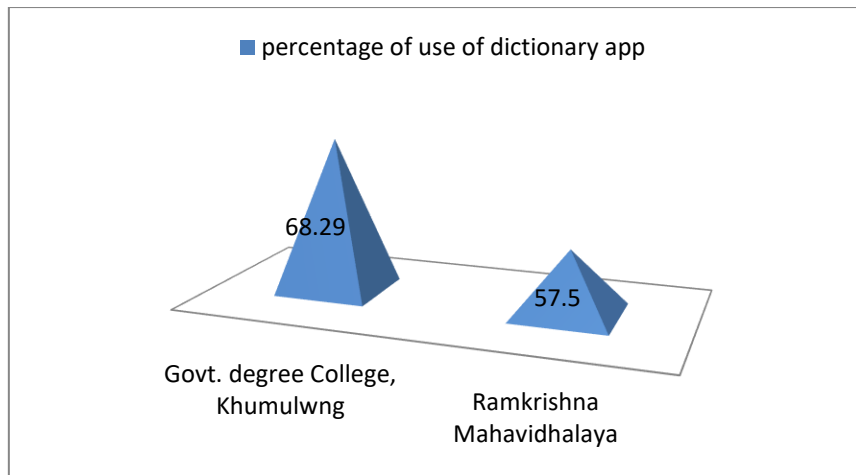


Figure 2: Use of Dictionary app in the phone

Figure 2 stands for use of Dictionary app in the phone wise data. Govt. Degree College, Khumulwng maximum respondents 68.29% are used dictionary app followed by Ramkrishna Mahavidyalaya maximum respondents 57.5% are used dictionary app in their mobile phone.

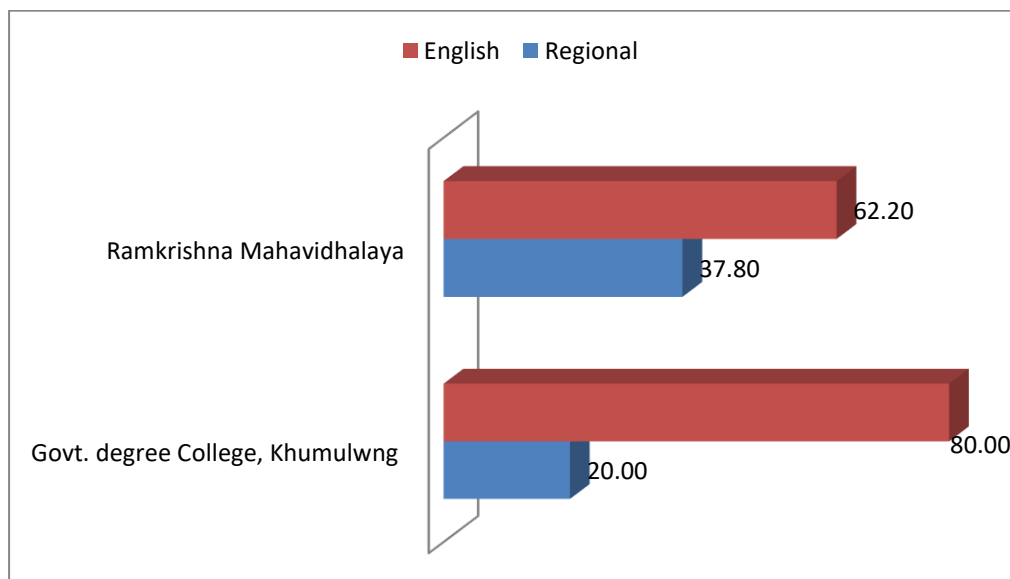


Figure 3: preference of language for mobile reading

Figure 3 represent preference of language for mobile reading. Out of total population from Ramkrishna Mahavidyalaya 62.20% preference in English language followed by 37.80% preference regional language for mobile reading and Govt. Degree College, Khumulwng maximum respondents 80%

preference English language followed by 20% preference regional language for mobile reading.

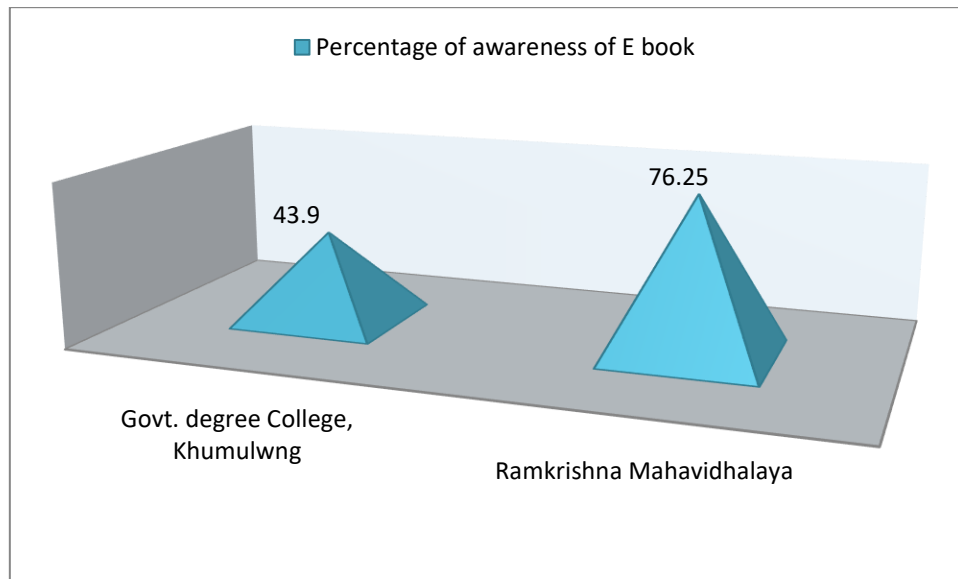


Figure 4: Awareness of E-book

Figure 4 characterizes aware of E-book Out of total population from Govt Degree College, Khumulwng 43.9% respondents are aware of E-book followed by Ramkrishna Mahavidyalaya 76.25% respondents are aware of E-books.

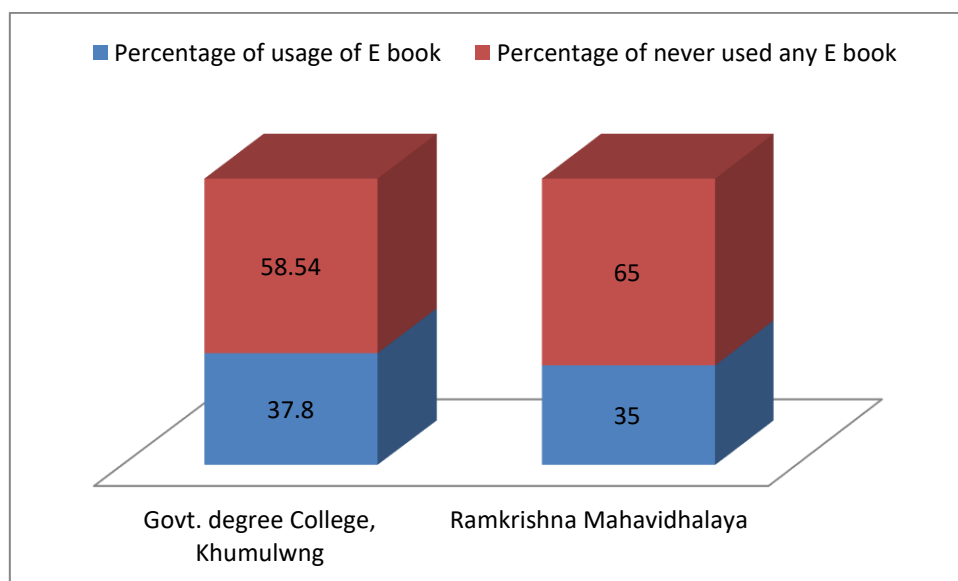


Figure 5: Usage of E-book

Figure 5 shows usage of E book wise graphical view. Out of total population from Govt. Degree College, Khumulwng 58.54% respondents has never used any E-book followed by 37.8% uses E-book and Ramkrishna Mahavidyalaya 65% respondents have never used any E-book followed by 35% used E-book.

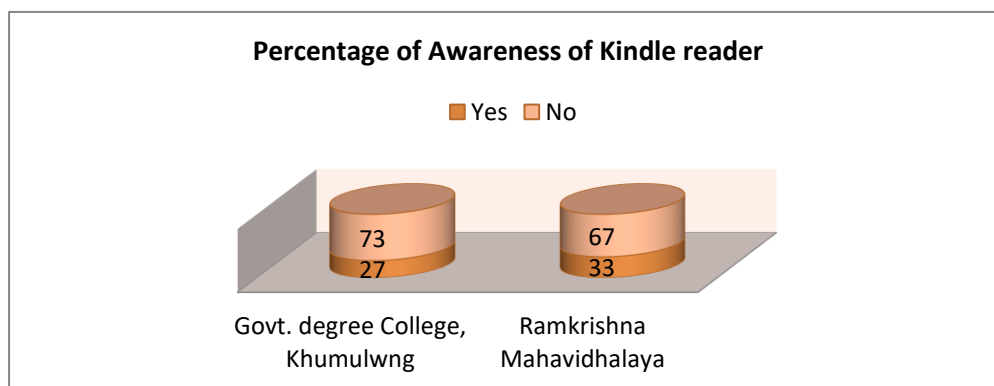


Figure 6: Awareness of Kindle reader

Figure 6 portrays awareness of Kindle readers wise data. Out of total population from Govt. Degree College, Khumulwng respondents 73% never heard of kindle reader followed by 27% awareness of kindle reader application and Ramkrishna Mahavidyalaya respondents 67% have never heard kindle reader followed by 33% awareness of kindle reader application.

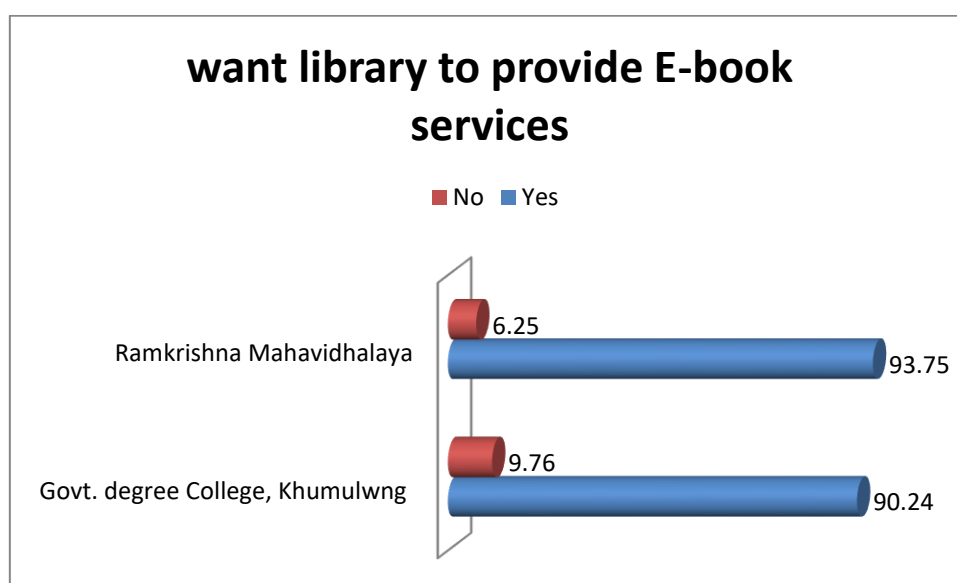


Figure 8: Want library to provide E-Book services

Figure 8 displays expectation regarding receiving of E-book services. Out of total population from Ramkrishna Mahavidlaya respondents 93.75% want library to provide e-book services followed by 6.25% has no interesting in E-book services and Govt. Degree college, Khumulwng respondents 90.24% percent want library to provide E-book services followed by 6.25% they have no interesting to E-book services.

5. Discussion and Conclusion:

This study was undertaken to get an insight regarding the mobile reading and e learning behaviour of the undergraduate students of two colleges namely Govt. Degree College Khumulwng and Ramakrishna Mahavidyalaya from the state of Tripura, India. It is very important learn the youth of our country learns from the small screen devices. Being the remotest state of the country the study has disclosed some very interesting and encouraging facts.

Highest number of respondents from Govt. Degree College Khumulwng belongs Female (64.63%) category and highest number respondents from Ramakrishna Mahavidyalaya belong to male category. From both the colleges maximum respondents belong to rural area.

The study revealed that they are adapting to e learning through mobile reading. It Maximum respondents daily read 30 to 60 minutes in their mobile phones. Maximum respondents accepted the fact that they read more after they have become mobile readers. From both the colleges, highest number of respondents has never used E- books which are very discouraging but Maximum respondents from both the colleges want E- book services from their respected libraries.

Recommendations: Some recommendations based on the study are listed below,

1. Should have operational ICT policies to govern the operations of library and information services offered through mobile phones
2. Librarians should attempt to create a rich, mobile online learning content for mobile library researchers.

3. College libraries in Tripura should take initiative in providing e-book services.

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